LISTING OF THE CLAIMS

The following is a complete listing of all the claims in the application, with an indication of the status of each:

1   1. (Currently amended) An automated A loyalty suite business method for managing

2   customer relationships for a client enterprise, the method comprising the steps of:

3   (a) developing a framework including hypotheses regarding the client's customer

4   relationships and information regarding the customer relationships;

5   (b) reviewing the client business strategy and the client customer relations

6   strategy;

7   (c) identifying projects to obtain data needed to develop a customer-centered

8   strategy;

9   (d) analyzing the business strategy, the customer relations strategy and the

10   information regarding the customer relationships;

11   (e) developing a customer-centered strategy;

12   (f) identifying client enterprise deficiencies, including deficiencies in marketing,

13   sales and service;

14   (g) developing a customer loyalty roadmap;

15   (h) using the framework, determining an inside-out view of customer expectations

16   and determining an outside-in view of customer expectations;

17   (i) validating the outside-in view of customer expectations;

18   (j) prioritizing customer needs for action and/or investment;

19   (k) developing a capability model and key enablers using visual tools for

20   automating mapping of capabilities and key enablers;

21   (l) recommending tasks to be performed by the client to implement the

22   customer-centered strategy;

23   (m) reviewing the client enterprise business and technology environment;

24   (n) developing a customer value index and customer loyalty management

25   approach using data mining techniques; ~~and~~

26   (o) testing and defining the customer value index and the customer loyalty

27   solution strategy using automated tools; and

28   (p) implementing business practice changes in accordance with the capability

29   model.

1   2. (Original) The loyalty suite business method of claim 1, further comprising the step of

2   identifying factors which engender customer loyalty from a customer perspective.

1   3. (Original) The loyalty suite business method of claim 2, further comprising the step of

2   determining capabilities and enablers needed for delivery of customer value by the client.

1   4. (Original) The loyalty suite business method of claim 1, further comprising the step of

2   determining a value received by customers from the client enterprise.

1   5. (Currently amended) The loyalty suite business method of ~~claim 5~~ claim 1, further

2   comprising the step of identifying and prioritizing interactions between the client

3   enterprise and customers, so as to define opportunities to create customer satisfaction.

1   6. (Original) The loyalty suite business method of claim 5, further comprising the step of

2   identifying critical tasks to perform in order to create customer loyalty.

1   7. (Original) The loyalty suite business method of claim 6, wherein identification of said

2   critical tasks leads to identification of essential client enterprise capabilities.